

I CLAIM:

1. A method for interactively presenting at least one predetermined Internet address, comprising the steps of:

a) sending a card having indicia textually displayed thereon having a predetermined theme, and having an electronically readable data memory and address means for storing information data related to said theme, and for storing at least one predetermined Internet address, wherein said Internet address identifies a homepage having information related to said theme;

b) inserting said electronically readable data memory and address means into computer means for displaying in human readable format said information data related to said theme and for presenting said predetermined Internet address in interactive format, said computer means further comprising means for electronically connecting to the Internet and to at least one homepage identified by said at least one Internet address;

c) electronically selecting said Internet address and thereby connecting said computer means to said information related to said theme.

2. The method of Claim 2 wherein in said sending a card step, said electronically readable data memory and address means further comprises a plurality of Internet addresses in interactive format, and wherein said computer means for electronically connecting to the Internet further comprises means

for connecting to a plurality of homepages each identified by Internet addresses.

3. The method of Claim 2, wherein in said electronically selecting step, selecting at least one of said Internet addresses and thereby connecting said computer means to at least one of said homepages having said information related to said theme.

4. The method of Claim 3, wherein in said sending a card step and in said electronically selecting step, said Internet addresses identify homepages that have products and services for sale related to said theme.

5. An interactive presentation card assembly comprising in combination:

a) a card having thematic indicia textually displayed thereon having a predetermined theme;

b) an electronically readable data memory and address means for storing information data related to said theme, and for storing at least one predetermined Internet address, wherein said Internet address identifies a homepage having information data related to said theme; and,

c) computer means for displaying in human readable format said information data related to said theme and for presenting said predetermined Internet addresses in interactive format, said computer means further comprising means for electronically connecting to the Internet and to said at least one homepage identified by said at least one Internet addresses.

6. The interactive presentation card assembly of Claim 5 wherein said electronically readable data memory and address means further includes a plurality of Internet addresses in interactive format, and wherein said computer means for electronically connecting to the Internet further comprises means for connecting to a plurality of homepages each identified by Internet addresses.

7. The interactive presentation card assembly of Claim 5

wherein in said electronically readable data memory and address means, said Internet address identifies a homepage having products and services related to said theme and available for purchase over said Internet.